

# Advanced Master's Degree Senior Management of Digital Companies

A M D S M D C



## Advanced Master's Degree Senior Management of Digital Companies

Language: English

Course Modality: Online

Duration: 2 years

Accreditation: TECH Technological University

Official N° of hours: 3,000 h.

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# 01

# Welcome

The Internet has come into our lives to change all areas and sectors, and it is becoming more and more important in our daily lives. In this scenario, companies, regardless of the sector to which they belong, must opt for digitalization. There are a multitude of processes carried out in companies that have already been computerized, which, in addition to speeding up turnaround times, also play an important role in security. In addition, users are becoming more and more accustomed to carrying out multiple transactions over the Internet. All this has changed the way companies are managed, so it is necessary to have professionals who are adapted to new technologies and who have sufficient capacity to manage digital companies. This program in Senior Management of Digital Companies has been created to train you in the management and administration of online companies. Quality and up-to-date content and knowledge of the main developments in the field are the bases that will allow you to achieve success.



Advanced Master's Degree in Senior Management of Digital Companies  
TECH Technological University



“

*Learn about the specifics of digital business  
and achieve success in your company”*

02

# Why Study at TECH?

TECH is the world's largest 100% online business school. It is an elite business school, with a model based on the highest academic standards. A world-class centre for intensive managerial skills training.



“

*TECH is a university at the forefront of technology, and puts all its resources at the student's disposal to help them achieve entrepreneurial success”*

## At TECH Technological University



### Innovation

The university offers an online learning model that combines the latest educational technology with the most rigorous teaching methods. A unique method with the highest international recognition that will provide students with the keys to develop in a rapidly-evolving world, where innovation must be every entrepreneur's focus.

"Microsoft Europe Success Story", for integrating the innovative, interactive multi-video system.



### The Highest Standards

Admissions criteria at TECH are not economic. Students don't need to make a large investment to study at this university. However, in order to obtain a qualification from TECH, the student's intelligence and ability will be tested to their limits. The institution's academic standards are exceptionally high...

**95%** | of TECH students successfully complete their studies



### Networking

Professionals from countries all over the world attend TECH, allowing students to establish a large network of contacts that may prove useful to them in the future.

**100,000+**  
executives trained each year

**200+**  
different nationalities



### Empowerment

Students will grow hand in hand with the best companies and highly regarded and influential professionals. TECH has developed strategic partnerships and a valuable network of contacts with major economic players in 7 continents.

**500+** | collaborative agreements with leading companies



### Talent

This program is a unique initiative to allow students to showcase their talent in the business world. An opportunity that will allow them to voice their concerns and share their business vision.

After completing this program, TECH helps students show the world their talent.



### Multicultural Context

While studying at TECH, students will enjoy a unique experience. Study in a multicultural context. In a program with a global vision, through which students can learn about the operating methods in different parts of the world, and gather the latest information that best adapts to their business idea.

TECH students represent more than 200 different nationalities.





TECH strives for excellence and, to this end, boasts a series of characteristics that make this university unique:



### Learn with the best

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In the classroom, TECH's teaching staff discuss how they have achieved success in their companies, working in a real, lively, and dynamic context. Teachers who are fully committed to offering a quality specialization that will allow students to advance in their career and stand out in the business world.

Teachers representing 20 different nationalities.



*At TECH, you will have access to the most rigorous and up-to-date case studies in the academic community"*



### Analysis

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TECH explores the student's critical side, their ability to question things, their problem-solving skills, as well as their interpersonal skills.



### Academic Excellence

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TECH offers students the best online learning methodology. The university combines the Relearning method (a postgraduate learning methodology with the highest international rating) with the Case Study. A complex balance between tradition and state-of-the-art, within the context of the most demanding academic itinerary.



### Economy of Scale

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TECH is the world's largest online university. It currently boasts a portfolio of more than 10,000 university postgraduate programs. And in today's new economy, **volume + technology = a groundbreaking price**. This way, TECH ensures that studying is not as expensive for students as it would be at another university.

03

# Why Our Program?

Studying this TECH program means increasing the chances of achieving professional success in senior business management.

It is a challenge that demands effort and dedication, but it opens the door to a promising future. Students will learn from the best teaching staff and with the most flexible and innovative educational methodology.



“

*We have highly qualified teachers and the most complete syllabus on the market, which allows us to offer you training of the highest academic level”*

This program will provide students with a multitude of professional and personal advantages, particularly the following:

**01**

### A significant career boost

By studying at TECH, students will be able to take control of their future and develop their full potential. By completing this program, students will acquire the skills required to make a positive change in their career in a short period of time.

*70% of participants achieve positive career development in less than 2 years.*

**02**

### Develop a strategic and global vision of companies

TECH offers an in-depth overview of general management to understand how each decision affects each of the company's different functional areas.

*Our global vision of companies will improve your strategic vision.*

**03**

### Consolidate the student's senior management skills

Studying at TECH means opening the doors to a wide range of professional opportunities for students to position themselves as senior executives, with a broad vision of the international environment.

*You will work on more than 100 real senior management cases.*

**04**

### Take on new responsibilities

The program will cover the latest trends, advances and strategies, so that students can carry out their professional work in a changing environment.

*45% of graduates are promoted internally.*

05

### Access to a powerful network of contacts

TECH connects its students to maximize opportunities. Students with the same concerns and desire to grow. Therefore, partnerships, customers or suppliers can be shared.

*You will find a network of contacts that will be instrumental for professional development.*

06

### Thoroughly develop business projects

Students will acquire a deep strategic vision that will help them develop their own project, taking into account the different areas in companies.

*20% of our students develop their own business idea.*

07

### Improve soft skills and management skills

TECH helps students apply and develop the knowledge they have acquired, while improving their interpersonal skills in order to become leaders who make a difference.

*Improve your communication and leadership skills and enhance your career.*

08

### Be part of an exclusive community

Students will be part of a community of elite executives, large companies, renowned institutions, and qualified professors from the most prestigious universities in the world: the TECH Technological University community.

*We give you the opportunity to train with a team of world renowned teachers.*

04

# Objectives

This program is designed to strengthen management and leadership skills, as well as to develop new skills and abilities that will be essential in your professional development. After the program, you will be equipped to make global decisions with an innovative perspective and an international vision.



“

*One of our fundamental objectives is to help you develop the essential skills to strategically manage a business”*



TECH makes the goals of their students their own goals too.  
Working together to achieve them.

This **Advanced Master's Degree in Senior Management of Digital Companies** qualifies students to:

01

Develop strategies to create new opportunities in existing markets

04

Lead change processes in the company based on digitalization

02

Implement digitization strategies for a business, making the right decisions to achieve the planned objectives

03

Analyze and identify factors that generate difficulties or opportunities in digital environments

05

Identify the changes required to improve management and direction within the company, based on orienting the strategy to the digital environment





06

Develop the management skills necessary to lead the growth and expansion of companies operating in digital environments

08

Develop management skills and knowledge necessary for technological leadership in the organization

09

Adopt IT strategic governance models that are integrated and harmonized with corporate strategy and management

07

Assess the status, positioning and maturity of information technologies in business environments

10

Implement methods to systematize technological innovation processes linked to the company's needs



11

Develop management activities related to information and communication technologies (ICT) and R&D&I environments

14

Apply the ethical, legislative and deontological framework for ICT professionals and ICT management

12

Participate in projects related to ICT management and the development of innovation and research

15

Develop project management methodologies IT controlling process and product quality

13

Analyze the social and economic environment surrounding ICT management and innovation

16

Structure a business model around e-commerce

17

Discover new digital tools to acquire customers and strengthen your brand

20

Successfully lead partially or fully digitized sales and marketing teams

18

Develop techniques and strategies in the digital environment associated with marketing, sales, and communication to establish channels for attracting and retaining users

21

Manage digital suppliers optimally with the ability to choose, control, and demand efficiently

19

Understand the new digital communication paradigm

22

Develop a solid and complete digital marketing plan for the organization

# 05 Skills

After passing the evaluations of the Advanced Master's Degree in Senior Management of Digital Companies, the professional will have acquired the necessary skills for a quality and up-to-date practice based on the most innovative teaching methodology.





“

*Learn how to strategically manage a digital company after completing this high-level Advanced Master's Degree”*

01

Control and manage corporate finances

02

Develop the company's corporate and competitive strategy

03

Apply the different business models based on the digital era

04

Apply innovative techniques in project design and management

05

Implement ecommerce techniques



06

Implement digital marketing campaigns to improve the company's positioning in relation to its competitors, as well as its digital reputation

08

Perform web analytics actions to direct the marketing and communication campaign in such a way that it is more effective in meeting the company's objectives

09

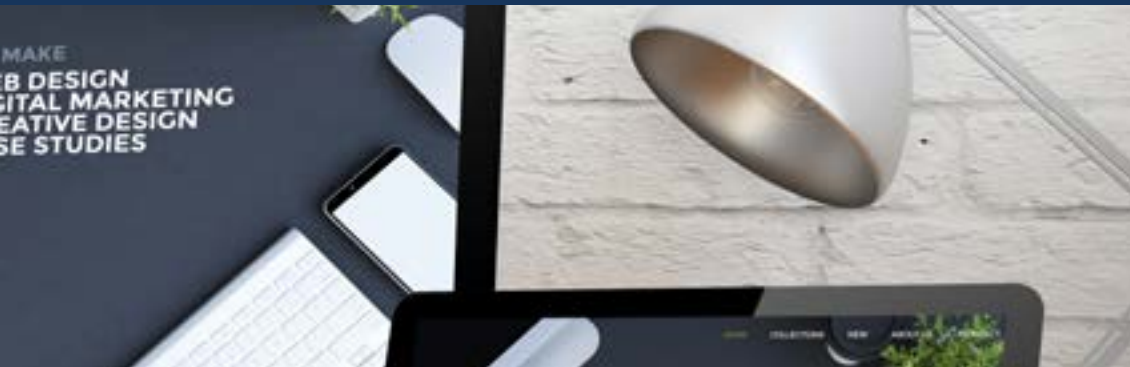
Use new digital trends in the development of new products

07

Use social networks as an indispensable tool to improve company awareness

10

Lead a company specialized in IT projects, focusing on team and project management



11

Apply the most appropriate information systems and technologies in the company

14

Understand the importance of audits and certifications in R&D&I

12

Carry out a correct strategic planning to achieve the company's objectives



13

Apply the basic principles of lean management

15

Search for and develop an optimal user experience through information technologies



16

Implement an appropriate strategy for the proper development of a digital business

18

Create and lead a digital marketing strategy that allows us to position our company correctly in relation to our competitors



19

Apply quantitative and qualitative market research tools

17

Understand consumers' changing tastes and purchasing methods and adapt the business to their needs

20

Acquire in-depth knowledge of e-commerce platforms, the main techniques in this field, and the necessary logistical operations, as well as other specific information on this sector

06

# Structure and Content

The Advanced Master's Degree in Senior Management of Digital Companies is a tailor-made program that is taught 100% online so that you can choose the time and place that best suits your availability, schedule, and interests. A program that takes place over 24 months and is intended to be a unique and stimulating experience that lays the foundations for your success as a manager and entrepreneur.



“

*Our syllabus has been strategically designed to provide you with a deep understanding of digital business that will enable you to strategically manage an online business”*

## Syllabus

The Advanced Master's Degree in Senior Management of Digital Companies from TECH Technological University is an intense program that prepares you to face business challenges and decisions both nationally and internationally. Its content is designed to promote the development of managerial skills that enable more rigorous decision-making in uncertain environments.

Throughout 3,000 hours of study, you will analyze a multitude of practical cases through individual work, which will allow you to obtain in-depth knowledge that will be very useful for your daily practice. It is, therefore, an authentic immersion in real business situations.

This Advanced Master's Degree in Senior Management of Digital Companies deals extensively with different areas of business and is designed for executives to understand the nature of business management from a strategic, international and innovative perspective.

A plan designed for you, focused on improving your career and preparing you to achieve excellence in leadership and business management. A program that understands both your and your company's needs through innovative content based on the latest trends, and supported by the best educational methodology and an exceptional faculty, which will provide you with the skills to solve critical situations, creatively and efficiently.

This Advanced Master's Degree takes place over 24 months and is divided into 23 modules:

<b>Module 1</b>	Competitive Environment and Strategy
<b>Module 2</b>	Entrepreneurial Innovation and Initiative
<b>Module 3</b>	Digital Marketing and E-Commerce
<b>Module 4</b>	Digital Communication and Online Reputation
<b>Module 5</b>	Performance and Inbound Marketing
<b>Module 6</b>	Web Analytics and Marketing Analytics
<b>Module 7</b>	Innovation, E-Logistics, and Technology in the Supply Chain
<b>Module 8</b>	Mobile E-Commerce
<b>Module 9</b>	New Digital Trends
<b>Module 10</b>	Talent Management and Management Skills
<b>Module 11</b>	Technological Direction
<b>Module 12</b>	Strategic Planning and IT Project Management

<b>Module 13</b>	Innovation Management
<b>Module 14</b>	Information Security Systems
<b>Module 15</b>	Digital Business Strategy
<b>Module 16</b>	Social Media and Community Management
<b>Module 17</b>	Digital Marketing Strategist
<b>Module 18</b>	Entrepreneurship
<b>Module 19</b>	Marketing in Search Engines and Search Engine Optimization (SEO)
<b>Module 20</b>	Search Engine Marketing (SEM)
<b>Module 21</b>	Conversion Optimization
<b>Module 22</b>	Design, Usability and User Experience
<b>Module 23</b>	Data Science and Big Data

### Where, When and How is it Taught?

TECH offers the possibility of developing this Advanced Master's Degree in Senior Management of Digital Companies completely online. Over the course of 24 months, you will be able to access all the contents of this program at any time, allowing you to self-manage your study time.

*A unique, key, and decisive educational experience to boost your professional development and make the definitive leap.*

**Module 1. Competitive Environment and Strategy**

**1.1. Global Economic Environment**

- 1.1.1. The Fundamentals of the Global Economy
- 1.1.2. The Globalization of Companies and Financial Markets
- 1.1.3. Entrepreneurship and New Markets

**1.2. Corporate Finance**

- 1.2.1. Financial Policy and Growth
- 1.2.2. Company Valuation Methods
- 1.2.3. Capital Structure and Financial Leverage

**1.3. Economic Analysis of Decisions**

- 1.3.1. Budget Control
- 1.3.2. Competitive Analysis. Comparative Analysis
- 1.3.3. Decision Making. Business Investment or Divestment

**1.4. Information Systems in Companies**

- 1.4.1. Evolution of the IT Model
- 1.4.2. Organization and IT Department
- 1.4.3. Information Technology and Economic Environment

**1.5. Corporate Strategy and Technology Strategy**

- 1.5.1. Creating Value for Customers and Shareholders
- 1.5.2. Strategic IS/IT Decisions
- 1.5.3. Corporate Strategy Vs Technology and Digital Strategy

**1.6. Information Systems for Decision-Making**

- 1.6.1. Business Intelligence
- 1.6.2. Data Warehouse
- 1.6.3. Balanced Scorecard (BSC)

**1.7. Digital Strategy**

- 1.7.1. Technology Strategy and its Impact on Digital Innovation
- 1.7.2. Strategic Planning of Information Technologies
- 1.7.3. Strategy and Internet

**1.8. Online Business Models**

- 1.8.1. Analyzing Established Companies in the Technology Sector
- 1.8.2. Business Model Generation Systems
- 1.8.3. Analyzing Innovative Business Models in Traditional Sectors
- 1.8.4. Analyzing Innovative Business Models on The Internet

**1.9. Company Systems based on Internet Collaboration**

- 1.9.1. Customer Management Systems: Customer Relationship Management (CRM)
- 1.9.2. Supply Chain Management Systems
- 1.9.3. e-Commerce Systems

**1.10. Social Business**

- 1.10.1. Web 2.0 Strategic Vision and its Challenges
- 1.10.2. Convergence Opportunities and ICT Trends
- 1.10.3. How to Monetize Web 2.0 and Social Media
- 1.10.4. Mobility and Digital Business

**Module 2. Entrepreneurial Innovation and Initiative**
**2.1. Design Thinking**

- 2.1.1. The Blue Ocean Strategy
- 2.1.2. Collaborative Innovation
- 2.1.3. Open Innovation

**2.2. Strategic Innovation Intelligence**

- 2.2.1. Technology Monitoring
- 2.2.2. Technology Foresight
- 2.2.3. Coolhunting

**2.3. Entrepreneurship and Innovation**

- 2.3.1. Strategies to Search for Business Opportunities
- 2.3.2. Assessing the Feasibility of New Projects
- 2.3.3. Innovation Management Systems
- 2.3.4. Entrepreneur Soft Skills

**2.4. Managing Start-Ups**

- 2.4.1. Introduction to Financial Management in Start-Up Companies
- 2.4.2. Financial Metrics for Start-Ups
- 2.4.3. Financial Planning: Projection Models and their Interpretation
- 2.4.4. Valuation Methods
- 2.4.5. Legal Aspects

**2.5. The Business Plan**

- 2.5.1. Business Plan in the Digital Era
- 2.5.2. Canvas Model
- 2.5.3. Value Proposition Model
- 2.5.4. Content and Presentation

**2.6. Project Management**

- 2.6.1. Agile Development
- 2.6.2. Lean Management in Start-Ups
- 2.6.3. Project Tracking and Project Steering

**2.7. Growth Phases in Startup Companies**

- 2.7.1. Seed Phase
- 2.7.2. Startup Phase
- 2.7.3. Growth Phase
- 2.7.4. Consolidation Phase

**2.8. Start-Up Financing**

- 2.8.1. Bank Financing
- 2.8.2. Subsidies
- 2.8.3. Seed Capital and Accelerators Business Angels
- 2.8.4. Venture Capital IPO
- 2.8.5. Public to Private Partnership

**2.9. National and International Venture Capital and Seed Capital Entities**

- 2.9.1. Public Institutions: CDTI, ENISA
- 2.9.2. National and International Venture Capital Entities
- 2.9.3. Private Investors: Caixa Capital Risc Bstartup
- 2.9.4. FOND-ICO Global
- 2.9.5. Accelerators: Wayra, Lanzadera and Plug & Play

**2.10. Lean Management**

- 2.10.1. The Basic Principles of Lean Management
- 2.10.2. Improvement and Problem-Solving Groups
- 2.10.3. New Forms of Maintenance and Quality Management

**Module 3. Digital Marketing and E-Commerce**

**3.1. Digital E-Commerce Management**

- 3.1.1. New E-Commerce Business Models
- 3.1.2. Planning and Developing an E-Commerce Strategic Plan
- 3.1.3. Technological Structure in E-Commerce

**3.2. E-Commerce Operations and Logistics**

- 3.2.1. How to Manage Fulfillment
- 3.2.2. Digital Point-of-Sale Management
- 3.2.3. Contact Center Management
- 3.2.4. Automation in Management and Monitoring Processes

**3.3. Implementing E-Commerce Techniques**

- 3.3.1. Social Media and Integration in the E-Commerce Plan
- 3.3.2. Multichannel Strategy
- 3.3.3. Personalizing Dashboards

**3.4. Digital Pricing**

- 3.4.1. Online Payment Methods and Payment Gateways
- 3.4.2. Electronic Promotions
- 3.4.3. Digital Price Timing
- 3.4.4. E-Auctions

**3.5. From E-Commerce to M-Commerce and S-Commerce**

- 3.5.1. E-Marketplace Business Models
- 3.5.2. S-Commerce and Brand Experience
- 3.5.3. Purchase via Mobile Devices

**3.6. Customer Intelligence: from E-CRM to S-CRM**

- 3.6.1. Integrating the Consumer in the Value Chain
- 3.6.2. Online Research and Loyalty Techniques
- 3.6.3. Planning a Customer Relationship Management Strategy

**3.7. Digital Marketing Trade**

- 3.7.1. Cross Merchandising
- 3.7.2. Designing and Managing Facebook Ads Campaigns
- 3.7.3. Designing and Managing Google Adwords Campaigns

**3.8. Online Marketing for E-Commerce**

- 3.8.1. Inbound Marketing
- 3.8.2. Display and Programmatic Purchasing
- 3.8.3. Communication Plan

**Module 4. Digital Communication and Online Reputation**

**4.1. Web 2.0 or the Social Web**

- 4.1.1. Organization in the Age of Conversation
- 4.1.2. Web 2.0 Is All About People
- 4.1.3. Digital Environment and New Communication Formats

**4.2. Digital Communication and Reputation**

- 4.2.1. Online Reputation Report
- 4.2.2. Netiquette and Good Practices on Social Media
- 4.2.3. Branding and Networking 2.0

**4.3. Designing and Planning an Online Reputation Plan**

- 4.3.1. Overview of the Main Social Media
- 4.3.2. Brand Reputation Plan
- 4.3.3. General Metrics, ROI, and Social CRM
- 4.3.4. Online Crisis and Reputational SEO

**4.4. General, Professional, and Microblogging Platforms**

- 4.4.1. Facebook
- 4.4.2. LinkedIn
- 4.4.3. Google+
- 4.4.4. Twitter

**4.5. Video, Image, and Mobility Platforms**

- 4.5.1. You Tube
- 4.5.2. Instagram
- 4.5.3. Flickr
- 4.5.4. Vimeo
- 4.5.5. Pinterest

**4.6. Content and Storytelling Strategy**

- 4.6.1. Corporate Blogging
- 4.6.2. Content Marketing Strategy
- 4.6.3. Creating a Content Plan
- 4.6.4. Content Curation Strategy

**4.7. Social Media Strategies**

- 4.7.1. Corporate PR and Social Media
- 4.7.2. Defining the Strategy to Be Followed in Each Medium
- 4.7.3. Analysis and Evaluation of Results

**4.8. Community Management**

- 4.8.1. Functions, Duties, and Responsibilities of the Community Manager
- 4.8.2. Social Media Manager
- 4.8.3. Social Media Strategist

**4.9. Social Media Plan**

- 4.9.1. Designing a Social Media Plan
- 4.9.2. Schedule, Budget, Expectations, and Monitoring
- 4.9.3. Contingency Protocol in Case of Crisis

**4.10. Online Monitoring Tools**

- 4.10.1. Management Tools and Desktop Applications
- 4.10.2. Monitoring and Research Tools



## Module 5. Performance and Inbound Marketing

### 5.1. Permission Marketing

- 5.1.1. How to Obtain a User's Permission
- 5.1.2. Personalizing the Message
- 5.1.3. Mail Confirmation or Double Opt-In

### 5.2. Strategy and Performance Techniques

- 5.2.1. Performance Marketing: Results
- 5.2.2. Digital Media Mix
- 5.2.3. The Importance of the Funnel

### 5.3. Affiliate Campaign Development

- 5.3.1. Agencies and Affiliate Programs
- 5.3.2. Postview
- 5.3.3. Defining Affiliate Programs
- 5.3.4. Display and Campaign Optimization

### 5.4. Launching an Affiliate Program

- 5.4.1. Affiliation and Direct Affiliation Networks
- 5.4.2. Results Analysis and Monitoring
- 5.4.3. Fraud Control

### 5.5. Developing E-Mail Campaigns

- 5.5.1. Lists of Subscribers, Leads, and Customers
- 5.5.2. E-Mail Marketing Tools and Resources
- 5.5.3. Online Writing for E-Mail Marketing Campaigns

### 5.6. E-Mail Marketing Metrics

- 5.6.1. List Metrics
- 5.6.2. Newsletter Delivery Metrics
- 5.6.3. Conversion Metrics

### 5.7. Inbound Marketing

- 5.7.1. Effective Inbound Marketing
- 5.7.2. The Benefits of Inbound Marketing
- 5.7.3. Measuring the Success of Inbound Marketing

### 5.8. Target Research

- 5.8.1. Consumer Intent Modelling and Buyer
- 5.8.2. Customer Journey Mapping
- 5.8.3. Content Strategy

### 5.9. Content Optimization

- 5.9.1. Content Optimization for Search Engines
- 5.9.2. Content Creation
- 5.9.3. Content Dynamization

### 5.10. Conversion

- 5.10.1. Lead Capturing and CRO
- 5.10.2. Lead Nurturing and Marketing Automation

## Module 6. Web Analytics and Marketing Analytics

### 6.1. Web Analysis

- 6.1.1. The Fundamentals of Web Analytics
- 6.1.2. Classic Media Vs Digital Media
- 6.1.3. The Web Analyst's Basic Methodology

### 6.2. Google Analytics

- 6.2.1. Configuring an Account
- 6.2.2. Javascript Tracking API
- 6.2.3. Customized Reports and Segments

### 6.3. Qualitative Analysis

- 6.3.1. Research Techniques Applied in Web Analytics
- 6.3.2. Customer Journey
- 6.3.3. Purchase Funnel

### 6.4. Digital Metrics

- 6.4.1. Basic Metrics
- 6.4.2. Ratios
- 6.4.3. Setting Objectives and KPIs

### 6.5. Strategy Analysis Areas

- 6.5.1. Web Traffic Acquisition
- 6.5.2. Activation
- 6.5.3. Conversion
- 6.5.4. Loyalty

### 6.6. Data Science and Big Data

- 6.6.1. Business Intelligence
- 6.6.2. Methodology and Analysis of Large Volumes of Data
- 6.6.3. Data Extraction, Processing, and Loading

### 6.7. Viewing Data

- 6.7.1. Viewing and Interpreting Dashboards
- 6.7.2. Converting Data into a Value
- 6.7.3. Integrating Sources
- 6.7.4. Presenting Reports

### 6.8. Web Analytics Tools

- 6.8.1. Technological Basis of WA Tool
- 6.8.2. Logs and Tags
- 6.8.3. Basic and Ad-hoc Labeling

**Module 7. Innovation, E-Logistics, and Technology in the Supply Chain**

**7.1. Process Engineering and Product Engineering**

- 7.1.1. Innovation Strategies
- 7.1.2. Open Innovation
- 7.1.3. Innovative Organization and Culture
- 7.1.4. Multifunctional Teams

**7.2. Launch and Industrialization of New Products**

- 7.2.1. Design of New Products
- 7.2.2. Lean Design
- 7.2.3. Industrialisation of New Products
- 7.2.4. Manufacture and Assembly

**7.3. Digital E-Commerce Management**

- 7.3.1. New E-Commerce Business Models
- 7.3.2. Planning and Developing an eCommerce Strategic Plan
- 7.3.3. Technological Structure in E-Commerce

**7.4. E-Commerce Operations and Logistics**

- 7.4.1. Digital Point-of-Sale Management
- 7.4.2. Contact Center Management
- 7.4.3. Automation in Management and Monitoring Processes

**7.5. E-Logistics B2C and B2B**

- 7.5.1. E-Logistics
- 7.5.2. B2C E-Fulfilment, the Last Mile
- 7.5.3. B2B E-Procurement. Marketplaces

**7.6. Digital Pricing**

- 7.6.1. Online Payment Methods and Payment Gateways
- 7.6.2. Electronic Promotions
- 7.6.3. Digital Price Timing
- 7.6.4. E-Auctions

**7.7. Legal Aspects of E-Commerce**

- 7.7.1. EU and Spanish Regulations
- 7.7.2. Data Protection
- 7.7.3. Fiscal Aspects of E-Commerce
- 7.7.4. General Sales Conditions

**7.8. The Warehouse in E-Commerce**

- 7.8.1. Peculiarities of the Warehouse in E-Commerce
- 7.8.2. Warehouse Design and Planning
- 7.8.3. Infrastructure. Fixed and Mobile Devices
- 7.8.4. Zoning and Locations

**7.9. Designing an Online Store**

- 7.9.1. Design and Usability
- 7.9.2. Most Common Functionalities
- 7.9.3. Technological Alternatives

**7.10. Supply Chain Management and Future Trends**

- 7.10.1. The Future of E-Business
- 7.10.2. The Current and Future Reality of E-Commerce
- 7.10.3. SC Operating Models for Global Companies

**Module 8. Mobile E-Commerce**
**8.1. Mobile Marketing**

- 8.1.1. New Consumption and Mobility Habits
- 8.1.2. The SoLoMo Model
- 8.1.3. The 4 Ps of the Marketing Mix in Mobility

**8.2. Mobile Technology**

- 8.2.1. Mobile Operators
- 8.2.2. Mobile Devices and Operating Systems
- 8.2.3. Mobile Applications and WebApps
- 8.2.4. Sensors and Integration with the Physical World

**8.3. Trends in Mobile Marketing**

- 8.3.1. Mobile Publishing
- 8.3.2. Advergaming and Gamification
- 8.3.3. Mobile Geolocalization
- 8.3.4. Augmented Reality

**8.4. Mobile User Behavior**

- 8.4.1. New Search Habits on Mobile Devices
- 8.4.2. Multi-Screen
- 8.4.3. Mobile as a Purchasing Driver
- 8.4.4. ASO, Mobile User Acquisition, and Loyalty

**8.5. User Interface and Shopping Experience**

- 8.5.1. M-Commerce Rules and Platforms
- 8.5.2. Omnichannel
- 8.5.3. Mobile & Proximity Marketing
- 8.5.4. Gap between Consumer and Advertiser
- 8.5.5. Mobile Commerce Content Managers

**8.6. Apps and Purchases**

- 8.6.1. Designing Mobile Commerce Apps
- 8.6.2. App Stores
- 8.6.3. App Marketing for Customer Loyalty
- 8.6.4. App Marketing for E-Commerce

**8.7. Mobile Payments**

- 8.7.1. Value Chain and Business Models of Mobile Payment Methods
- 8.7.2. Keys to Improve UX in Mobile Payment
- 8.7.3. Positioning Strategies in the Mobile Payments Market
- 8.7.4. Fraud Management

**8.8. Mobile Analytics**

- 8.8.1. Mobile Measurement and Analysis Methodologies
- 8.8.2. Mobile Metrics: Main KPIs
- 8.8.3. Profitability Analysis
- 8.8.4. Mobile Analytics

**8.9. Mobile Commerce**

- 8.9.1. Services
- 8.9.2. Applications
- 8.9.3. Mobile Social Shopping

**8.10. Mobile Social Media Applications**

- 8.10.1. Integrating Cell Phones into Social Networks
- 8.10.2. Mobility, Relationship, Ubiquity, and Publicity
- 8.10.3. Facebook Places
- 8.10.4. Geolocation, Mobile Directories, Online Recommendations, and Shopping

**Module 9. New Digital Trends**
**9.1. The Internet of Things**

- 9.1.1. Visions and Challenges
- 9.1.2. Key Technologies
- 9.1.3. Pioneering Projects

**9.2. Gamification**

- 9.2.1. Business Gamification Techniques
- 9.2.2. Gamification Design Framework
- 9.2.3. Operating Mechanisms and Motivation
- 9.2.4. Benefits and Return on Investment

**9.3. Big Data**

- 9.3.1. Sectoral Application
- 9.3.2. Business Models
- 9.3.3. New Professions

**9.4. Artificial Intelligence**

- 9.4.1. Methodological Aspects in Artificial Intelligence
- 9.4.2. Heuristic Search
- 9.4.3. Rule Inference Methods
- 9.4.4. Semantic Networks

**9.5. Robotics**

- 9.5.1. Robot Morphology
- 9.5.2. Mathematical Tools for Spatial Localization
- 9.5.3. Cinematic Control
- 9.5.4. Criteria for Implementing an Industrial Robot

**9.6. Modelling and Simulation**

- 9.6.1. Modelling using DEVS
- 9.6.2. Modelling of Random Inputs
- 9.6.3. Generation of Random Inputs
- 9.6.4. Design of Experiments and Optimization

**9.7. Implementing Cryptography in Technology Projects**

- 9.7.1. Electronic Signature
- 9.7.2. Digital Certificate
- 9.7.3. Data Encryption
- 9.7.4. Practical Applications of Cryptography

**9.8. Other Trends**

- 9.8.1. 3D Printing
- 9.8.2. Drones
- 9.8.3. Artificial Vision
- 9.8.4. Augmented Reality

**Module 10. Talent Management and Management Skills**

**10.1. Management Skills Development**

- 10.1.1. Leadership
- 10.1.2. Emotional Intelligence
- 10.1.3. Organization: Areas, Processes and Projects

**10.2. Managing Talent as a Competitive Advantage**

- 10.2.1. Keys to Positive Management
- 10.2.2. Talent Map in the Organization
- 10.2.3. Cost and Added Value

**10.3. Team Management**

- 10.3.1. Development of High-Performance Teams
- 10.3.2. The Roles of People in Groups
- 10.3.3. Personal Factors and Motivation for Successful Work
- 10.3.4. Integrating High-Performance Teams

**10.4. Systems and Organizational Changes**

- 10.4.1. The Transformation Process
- 10.4.2. Anticipation and Action
- 10.4.3. Organized Learning
- 10.4.4. Resistance to Change

**10.5. Management and Motivation**

- 10.5.1. The Nature of Motivation
- 10.5.2. Expectations Theory
- 10.5.3. Needs Theory
- 10.5.4. Motivation and Financial Compensation

**10.6. Innovation in Talent and People Management**

- 10.6.1. Strategic Talent Management Models
- 10.6.2. Talent Identification, Training and Development
- 10.6.3. Loyalty and Retention
- 10.6.4. Proactivity and Innovation

**Module 11. Technological Direction**

**11.1. Information Systems in Companies**

- 11.1.1. Evolution of the IT Model
- 11.1.2. Organization and IT Department
- 11.1.3. Information Technology and Economic Environment

**11.2. IT Position of the Business**

- 11.2.1. Perception of Value Added to the Business
- 11.2.2. Strategy Maturity Level
- 11.2.3. IT Governance and Corporate Governance

**11.3. Development of Management Skills**

- 11.3.1. Management Function and Management Roles
- 11.3.2. The Role of CIO in the Company
- 11.3.3. Vision and Mission of the IT Director
- 11.3.4. E-Leadership, and Holistic Innovation Management

**11.4. Relational and Political Capabilities**

- 11.4.1. Steering Committees
- 11.4.2. Influence
- 11.4.3. Stakeholders
- 11.4.4. Conflict Management

**11.5. Corporate Strategy and Technology Strategy**

- 11.5.1. Creating Value for Customers and Shareholders
- 11.5.2. Strategic IS/IT Decisions
- 11.5.3. Corporate Strategy Vs Technology and Digital Strategy

**11.6. Information Systems for Decision-Making**

- 11.6.1. Business Intelligence
- 11.6.2. Data Warehouse
- 11.6.3. Balanced Scorecard (BSC)

**Module 12. Strategic Planning and IT Project Management**
**12.1. Process of Strategic Planning**

- 12.1.1. Phases of the Plan
- 12.1.2. Conceptual Vision
- 12.1.3. Organization of Work

**12.2. Understanding the Business Strategy**

- 12.2.1. Information Needs
- 12.2.2. Process Map
- 12.2.3. Business Aspirations or Priorities

**12.3. Analysis of Current IS/IT**

- 12.3.1. Analysis of the Level of Resources and Expenditure/Investment
- 12.3.2. Analysis of Perceived Quality
- 12.3.3. Application and Infrastructure Analysis
- 12.3.4. Analysis of the Environment and Competitors

**12.4. Strategy Formulation**

- 12.4.1. Aspirations and Strategic Guidelines of the Plan
- 12.4.2. The Target IS/IT Model
- 12.4.3. Strategic Initiatives
- 12.4.4. Implications of the Plan

**12.5. Implementation Plan**

- 12.5.1. Implementation Approach
- 12.5.2. Project Plan

**12.6. Projects of Information Systems**

- 12.6.1. IT Project Planning
- 12.6.2. Project Follow-Up and Closure
- 12.6.3. Project Management Strategies

**12.7. Technological Resources Management**

- 12.7.1. Technological Offer
- 12.7.2. Time and Cost Management
- 12.7.3. Agile Project Management and Productivity

**12.8. Lean IT**

- 12.8.1. Lean IT and Lean Thinking
- 12.8.2. The Basic Principles of Lean Management
- 12.8.3. Improvement and Problem-Solving Groups
- 12.8.4. New Forms of Maintenance and Quality Management

**Module 13. Innovation Management**
**13.1. Creative Thinking: Innovation**

- 13.1.1. Innovation in the Technology Company
- 13.1.2. Techniques to Encourage Creativity
- 13.1.3. Process of Conception of Innovative Ideas

**13.2. Process Engineering and Product Engineering**

- 13.2.1. Innovation Strategies
- 13.2.2. Open Innovation
- 13.2.3. Innovative Organization and Culture
- 13.2.4. Multifunctional Teams

**13.3. Launch and Industrialization of New Products**

- 13.3.1. Design of New Products
- 13.3.2. Lean Design
- 13.3.3. Industrialisation of New Products
- 13.3.4. Manufacture and Assembly

**13.4. R&D&I Management Systems**

- 13.4.1. Requirements of a R&D&I Management Systems
- 13.4.2. Line of Action, Activity, Process and Procedure
- 13.4.3. Recommended Framework for R&D&I Management

**13.5. Audit and Certification of R&D&I**

- 13.5.1. Basic Principles of R&D&I Audits
- 13.5.2. R&D&I Audit Phases
- 13.5.3. Certifications in the Field of R&D&I
- 13.5.4. Certification of R&D&I Management Systems

**13.6. Tools for R&D&I Management**

- 13.6.1. Cause-Effect Diagram for R&D&I
- 13.6.2. Weighted Selection for R&D&I
- 13.6.3. Pareto Diagram for R&D&I
- 13.6.4. Priority Matrix for R&D&I

**13.7. Benchmarking Applied to R&D&I**

- 13.7.1. Types of Benchmarking
- 13.7.2. The Benchmarking Process in R&D&I
- 13.7.3. Methodology Benchmarking Process Applied to the R&D&I
- 13.7.4. Advantages of Benchmarking

**13.8. Reengineering for the Radical Innovation of the Company's Business Processes**

- 13.8.1. Origins and Evolution of the Process Reengineering
- 13.8.2. Objectives of Reengineering
- 13.8.3. Correct Approach to Reengineering

**13.9. Direction and Management of R&D&I Projects**

- 13.9.1. Elements that Make Up an R&D&I Project
- 13.9.2. Most Significant Stages of an R&D&I Project
- 13.9.3. Processes for the Management of R&D&I Projects

**13.10. Project Quality Management in R&D&I**

- 13.10.1. The Quality Management System in R&D&I Projects
- 13.10.2. Quality Plans for R&D&I Projects
- 13.10.3. Content of a Quality Plan for R&D&I Projects

## Module 14. Information Security Systems

### 14.1. Introduction to Information Security

- 14.1.1. Types of Attacks on a Computer System
- 14.1.2. Measures to Ensure the Security of the Computer System
- 14.1.3. Risk Plan, Safety Plan and Contingency Plan

### 14.2. Security in Computer Networks

- 14.2.1. Online Threats
- 14.2.2. Computer Viruses
- 14.2.3. Social Engineering
- 14.2.4. Hackers

### 14.3. Ethical Hacking

- 14.3.1. Legal Considerations
- 14.3.2. Vulnerability Scanning
- 14.3.3. Useful Tools

### 14.4. Design and Management of Secure Networks and Risk Management

- 14.4.1. Operating Systems for Servers
- 14.4.2. Network Configuration
- 14.4.3. IT Governance, Risk Management and Regulatory Compliance

### 14.5. Implementation of an ISMS According to ISO 27000 Standards

- 14.5.1. Information Security Management Systems and Benefits
- 14.5.2. Information Security Management Standards
- 14.5.3. Stages of an ISMS Implementation

### 14.6. Industrial and Intellectual Property in the Technological Field

- 14.6.1. Industrial Property
- 14.6.2. Trademarks and Domain Names
- 14.6.3. Intellectual Property

### 14.7. Recruitment and the ICT Sector

- 14.7.1. Contracting Management and Legal Aspects
- 14.7.2. Main Contractual Figures Related to the IT Sector

### 14.8. Data Protection, Privacy and Intimacy

- 14.8.1. The Data Protection Regime in Spain
- 14.8.2. Labor Relations, Privacy and the Right to Privacy
- 14.8.3. Main Fundamental Rights

## Module 15. Digital Business Strategy

### 15.1. Digital Strategy

- 15.1.1. Online Business Models
- 15.1.2. Technology Strategy and its Impact on Digital Innovation
- 15.1.3. Strategic Planning of Information Technologies
- 15.1.4. Strategy and Internet

### 15.2. Sourcing Strategy

- 15.2.1. Tools to Develop a Sourcing Strategy
- 15.2.2. Cloud Computing
- 15.2.3. IT Sourcing Management

### 15.3. IT Governance

- 15.3.1. Analysis of Current Trends and Best Practices in the IT Function
- 15.3.2. Key Management Challenges and Decisions
- 15.3.3. Management Procedures, Requirements, Strategies and Outsourcing Models

### 15.4. Social Business

- 15.4.1. Web 2.0 Strategic Vision and its Challenges
- 15.4.2. Convergence Opportunities and ICT Trends
- 15.4.3. How to Monetize Web 2.0 and Social Media
- 15.4.4. Mobility and Digital Business

### 15.5. Business Process Management

- 15.5.1. Management of the Company by Processes
- 15.5.2. Process Reengineering
- 15.5.3. Corporate Information Systems

### 15.6. Company Systems based on Internet Collaboration

- 15.6.1. Customer Management Systems: Customer Relationship Management (CRM)
- 15.6.2. Supply Chain Management Systems
- 15.6.3. E-Commerce Systems

### 15.7. Systems for Knowledge Management and Collaboration in the Enterprise

- 15.7.1. Managing Content
- 15.7.2. Collaborative Work and Employee Portals
- 15.7.3. Knowledge Management Policies and Processes

### 15.8. Effective Organization of the Systems Unit

- 15.8.1. IT Governance
- 15.8.2. Risks of Implementation
- 15.8.3. Operating Risks

**Module 16. Social Media and Community Management**
**16.1. Web 2.0 or the Social Web**

- 16.1.1. Organization in the Age of Conversation
- 16.1.2. Web 2.0 Is All About People
- 16.1.3. New Environments, New Content

**16.2. Digital Communication and Reputation**

- 16.2.1. Crisis Management and Online Corporate Reputation
- 16.2.2. Online Reputation Report
- 16.2.3. Netiquette and Good Practices on Social Media
- 16.2.4. Branding and Networking 2.0

**16.3. General, Professional, and Microblogging Platforms**

- 16.3.1. Facebook
- 16.3.2. LinkedIn
- 16.3.3. Twitter

**16.4. Video, Image, and Mobility Platforms**

- 16.4.1. YouTube
- 16.4.2. Instagram
- 16.4.3. Flickr
- 16.4.4. Vimeo
- 16.4.5. Pinterest

**16.5. Corporate Blogging**

- 16.5.1. How to Create a Blog
- 16.5.2. How to Create a Content Plan for Your Blog
- 16.5.3. Content Curation Strategy

**16.6. Social Media Strategies**

- 16.6.1. Corporate Communication Plan 2.0
- 16.6.2. Corporate PR and Social Media
- 16.6.3. Analysis and Evaluation of Results

**16.7. Community Management**

- 16.7.1. Functions, Duties, and Responsibilities of the Community Manager
- 16.7.2. Social Media Manager
- 16.7.3. Social Media Strategist

**16.8. Social Media Plan**

- 16.8.1. Designing a Social Media Plan
- 16.8.2. Defining the Strategy to Be Followed in Each Medium
- 16.8.3. Contingency Protocol in Case of Crisis

**Module 17. Digital Marketing Strategist**
**17.1. Managing Digital Business**

- 17.1.1. Competitive Strategy in the Face of the Growing Digitalization of the Media
- 17.1.2. Designing and Creating a Digital Marketing Plan
- 17.1.3. Digital Media Planning and Contracting
- 17.1.4. ROI Analysis in a Digital Marketing Plan

**17.2. Digital Marketing to Reinforce a Brand**

- 17.2.1. Branded Content and Storytelling
- 17.2.2. Hypersegmentation
- 17.2.3. Videomarketing
- 17.2.4. Social Sales

**17.3. Defining the Digital Marketing Strategy**

- 17.3.1. Closed Loop Marketing
- 17.3.2. Continuous Loop Marketing
- 17.3.3. Multichannel Marketing

**17.4. Digital Marketing to Attract and Retain Customers**

- 17.4.1. Hypersegmentation and Micro-Localization
- 17.4.2. Loyalty and Engagement Strategies using the Internet
- 17.4.3. Visitor Relationship Management

**17.5. Digital Marketing Trends**

- 17.5.1. Remarketing
- 17.5.2. Digital Neuromarketing
- 17.5.3. Avatar Marketing
- 17.5.4. Bluecasting

**17.6. Managing Digital Campaigns**

- 17.6.1. Display Advertising and Rich Media
- 17.6.2. Multi-Platform, Multi-Segment, Multi-Personalization Campaigns
- 17.6.3. Advertising on Digital Television

**17.7. Online Marketing Plan**

- 17.7.1. Online Research
- 17.7.2. Creating an Online Marketing Plan
- 17.7.3. Configuration and Activation
- 17.7.4. Launch and Management

**17.8. Blended Marketing**

- 17.8.1. Integrating on and off actions
- 17.8.2. Personalize and Segment
- 17.8.3. Improve the User Experience

**Module 18. Entrepreneurship**

**18.1. Innovation Methodology and Knowledge Society**

- 18.1.1. Design Thinking
- 18.1.2. The Blue Ocean Strategy
- 18.1.3. Collaborative Innovation
- 18.1.4. Open Innovation

**18.2. Strategic Innovation Intelligence**

- 18.2.1. Technology Monitoring
- 18.2.2. Technology Foresight
- 18.2.3. Coolhunting

**18.3. Entrepreneurship and Innovation**

- 18.3.1. Strategies to Search for Business Opportunities
- 18.3.2. Assessing the Feasibility of New Projects
- 18.3.3. Innovation Management Systems
- 18.3.4. Entrepreneur Soft Skills

**18.4. Project Management**

- 18.4.1. Agile Development
- 18.4.2. Lean Management in Start-Ups
- 18.4.3. Project Tracking and Project Steering

**18.5. Business Plan**

- 18.5.1. Business Plan in the Digital Era
- 18.5.2. Value Proposition Model

**18.6. Financing Start-Ups**

- 18.6.1. Seed Phase: Financial Funds and Subsidies
- 18.6.2. Start-Up Phase Business Angels
- 18.6.3. Growth Phase Venture Capital
- 18.6.4. Consolidation Phase. IPO

**Module 19. Marketing in Search Engines and Search Engine Optimization (SEO)**

**19.1. How Search Engines Work**

- 19.1.1. Indicators and Indices
- 19.1.2. Algorithms
- 19.1.3. SEO and Corporate Branding

**19.2. Fundamental Variables of SEO**

- 19.2.1. Indexability
- 19.2.2. Contents
- 19.2.3. Popularity

**19.3. SEO Analysis**

- 19.3.1. Determining KPIs
- 19.3.2. Generating Scripts and Alerts
- 19.3.3. Optimization of Images, Videos and Other Elements

**19.4. Linkbuilding**

- 19.4.1. Ways of Carrying Out Effective Linkbuilding
- 19.4.2. Link Baiting
- 19.4.3. Link Audits
- 19.4.4. Penalties

**19.5. App Store Optimization**

- 19.5.1. App Indexing
- 19.5.2. App Visibility on Search Engines
- 19.5.3. Measuring the Visibility of Search Engine Apps

**19.6. Technical SEO**

- 19.6.1. Web Performance Optimization
- 19.6.2. Real Time and Content
- 19.6.3. Relevant Tagging and Headers
- 19.6.4. Advanced WPO Techniques

**19.7. SEO and E-Commerce**

- 19.7.1. Conversion Rate Optimization
- 19.7.2. Google Web Master Tools
- 19.7.3. Social Proof and Viralization
- 19.7.4. Navigation and Indexability

**19.8. Integration in an Online Marketing Plan**

- 19.8.1. Metrics and Impact
- 19.8.2. Web Analytics
- 19.8.3. Other Monitoring Tools



**Module 20. Search Engine Marketing (SEM)**

**20.1. Keyword Hunting for SEM**

- 20.1.1. Adwords Keyword Tool
- 20.1.2. Google Suggest
- 20.1.3. Insights for Search
- 20.1.4. GoogleTrends

**20.2. SEM and Google Adwords**

- 20.2.1. Google Shopping
- 20.2.2. Google Display Network
- 20.2.3. Google AdWords Mobile
- 20.2.4. Publicity in You Tube

**20.3. Google Products**

- 20.3.1. Google Products Integrated in Adwords
- 20.3.2. Product Extensions Vs. Product Ads
- 20.3.3. Google Shopping and Local
- 20.3.4. Google Merchant

**20.4. Pay-Per-Click and SEM**

- 20.4.1. Search and Display
- 20.4.2. Creating PPC Campaigns
- 20.4.3. Tracking Conversions

**20.5. Facebook Ads**

- 20.5.1. PPC/PPF (Pay-Per-Fan) Adverts
- 20.5.2. Creating Facebook Ads
- 20.5.3. Facebook Power Editor
- 20.5.4. Campaign Optimization

**20.6. Other PPC Platforms**

- 20.6.1. Twitter Ads
- 20.6.2. LinkedIn
- 20.6.3. Baldu
- 20.6.4. Yandex

**20.7. Strategy in SEM**

- 20.7.1. Quality Score
- 20.7.2. CPC Bidding
- 20.7.3. Site Links

**20.8. Measurement in SEM**

- 20.8.1. KPIs
- 20.8.2. Impressions, Clicks, Conversions
- 20.8.3. Revenue, ROI, CPA

**Module 21. Conversion Optimization**

**21.1. Introduction to Conversion Rate Optimization**

- 21.1.1. Purchase Cycle and Elements of Online Behavior
- 21.1.2. Fundamentals of Neuromarketing
- 21.1.3. Usability vs. Persuasion

**21.2. CRO Methodology**

- 21.2.1. Scientific Method
- 21.2.2. Conversion Pyramid
- 21.2.3. The CRO Process

**21.3. Web Analytics and CRO**

- 21.3.1. Qualitative Analysis
- 21.3.2. Behavior Analysis
- 21.3.3. Business and User Objectives

**21.4. User Experience and Conversion Rate Optimization**

- 21.4.1. Lean and User Experience
- 21.4.2. Wireframing
- 21.4.3. Persuasive Copy

**21.5. CRO and Psychology**

- 21.5.1. Neuromarketing
- 21.5.2. Web Design and Neuromarketing
- 21.5.3. Learning, Memory, and Emotions

**21.6. Behavioral Economics**

- 21.6.1. Decision Factors
- 21.6.2. Motivation and Anchoring
- 21.6.3. The Role of the Unconscious

**21.7. Experimentation in CRO**

- 21.7.1. A/B Vs . Multivariates
- 21.7.2. Testing Tools
- 21.7.3. Implementation and Execution

**21.8. CRO in E-Commerce**

- 21.8.1. E-Commerce and CRO
- 21.8.2. The E-Commerce Funnel
- 21.8.3. Processes to Optimize

## Module 22. Design, Usability and User Experience

### 22.1. UX Design

- 22.1.1. Information Architecture
- 22.1.2. SEO and Analytics for UX
- 22.1.3. Landing Pages

### 22.2. Technical Terms in UX Design

- 22.2.1. Wireframe and Components
- 22.2.2. Interaction Pattern and Navigation Flow
- 22.2.3. User Profile
- 22.2.4. Process and Process Funnel

### 22.3. Research

- 22.3.1. Research in Interface Design Projects
- 22.3.2. Qualitative and Quantitative Approach
- 22.3.3. Announce the Results of the Research

### 22.4. Digital Design

- 22.4.1. Digital Prototype
- 22.4.2. Axure and Responsive
- 22.4.3. Interaction Design and Visual Design

### 22.5. User Experience

- 22.5.1. User Focused Design Methodology
- 22.5.2. User Research Techniques
- 22.5.3. Involve the Customer in the Process
- 22.5.4. Shopping Experience Management

### 22.6. Designing the User Experience Strategy

- 22.6.1. Content Trees
- 22.6.2. High-Fidelity Wireframes
- 22.6.3. Component Maps
- 22.6.4. Usability Guides

### 22.7. Usability Evaluation

- 22.7.1. Usability Evaluation Techniques
- 22.7.2. Viewing Data
- 22.7.3. Presenting Data

### 22.8. Customer Value and Customer Experience Management

- 22.8.1. Use of Narratives and Storytelling
- 22.8.2. Co-Marketing as a Strategy
- 22.8.3. Content Marketing Management
- 22.8.4. The ROI of Customer Experience Management

## Module 23. Data Science and Big Data

### 23.1. Data Science and Big Data

- 23.1.1. Impact of Big Data and Data Science on Business Strategy
- 23.1.2. Introduction to Command Line
- 23.1.3. Data Science Problems and Solutions

### 23.2. Data Hacking Languages

- 23.2.1. SQL Databases
- 23.2.2. Introduction to Python
- 23.2.3. Programming in R

### 23.3. Statistics

- 23.3.1. Introduction to Statistics
- 23.3.2. Linear and Logistic Regression
- 23.3.3. PCA and Clustering

### 23.4. Machine Learning

- 23.4.1. Model Selection and Regularization
- 23.4.2. Random Trees and Forests
- 23.4.3. Processing Natural Language

### 23.5. Big Data

- 23.5.1. Hadoop
- 23.5.2. Spark
- 23.5.3. Collaborative Recommendation and Filtering Systems

### 23.6. Data Science Success Stories

- 23.6.1. Customer Segmentation Using the RFM Model
- 23.6.2. Experiment Design Application
- 23.6.3. Supply Chain Value
- 23.6.4. Business Intelligence

### 23.7. Hybrid Architectures in Big Data

- 23.7.1. Lambda Architecture
- 23.7.2. Kappa Architecture
- 23.7.3. Apache Flink and Practical Implementations
- 23.7.4. Amazon Web Services

### 23.8. Big Data in the Cloud

- 23.8.1. AWS: Kinesis
- 23.8.2. AWS: DynamoDB
- 23.8.3. Google Cloud Computing
- 23.8.4. Google BigQuery



07

# Methodology

This academic program offers students a different way of learning. Our methodology uses a cyclical learning approach: **Relearning**.

This teaching system is used, for example, in the most prestigious medical schools in the world, and major publications such as the **New England Journal of Medicine** have considered it to be one of the most effective.







“

*Discover Relearning, a system that abandons conventional linear learning, to take you through cyclical teaching systems: a way of learning that has proven to be extremely effective, especially in subjects that require memorization”*

## TECH Business School uses the Case Study to contextualize all content

Our program offers a revolutionary approach to developing skills and knowledge. Our goal is to strengthen skills in a changing, competitive, and highly demanding environment.

“

*At TECH, you will experience a learning methodology that is shaking the foundations of traditional universities around the world”*



*This program prepares you to face business challenges in uncertain environments and achieve business success.*



## A learning method that is different and innovative

This TECH program is an intensive educational program, created from scratch to present executives with challenges and business decisions at the highest level, whether at the national or international level. This methodology promotes personal and professional growth, representing a significant step towards success. The case method, a technique that lays the foundation for this content, ensures that the most current economic, social and business reality is taken into account.

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*You will learn, through collaborative activities and real cases, how to solve complex situations in real business environments”*

The case method has been the most widely used learning system among the world's leading business schools for as long as they have existed. The case method was developed in 1912 so that law students would not only learn the law based on theoretical content. It consisted of presenting students with real-life, complex situations for them to make informed decisions and value judgments on how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

What should a professional do in a given situation? This is the question we face in the case method, an action-oriented learning method. Throughout the program, the studies will be presented with multiple real cases. They must integrate all their knowledge, research, argue and defend their ideas and decisions.

*Our program prepares you to face new challenges in uncertain environments and achieve success in your career.*

## Relearning Methodology

TECH effectively combines the Case Study methodology with a 100% online learning system based on repetition, which combines different teaching elements in each lesson.

We enhance the Case Study with the best 100% online teaching method: Relearning.

*Our online system will allow you to organize your time and learning pace, adapting it to your schedule. You will be able to access the contents from any device with an internet connection.*

At TECH you will learn using a cutting-edge methodology designed to train the executives of the future. This method, at the forefront of international teaching, is called Relearning.

Our online business school is the only one in the world licensed to incorporate this successful method. In 2019, we managed to improve our students' overall satisfaction levels (teaching quality, quality of materials, course structure, objectives...) based on the best online university indicators.





In our program, learning is not a linear process, but rather a spiral (learn, unlearn, forget, and re-learn). Therefore, we combine each of these elements concentrically.

With this methodology we have trained more than 650,000 university graduates with unprecedented success in fields as diverse as biochemistry, genetics, surgery, international law, management skills, sports science, philosophy, law, engineering, journalism, history, markets, and financial instruments. All this in a highly demanding environment, where the students have a strong socio-economic profile and an average age of 43.5 years.

*Relearning will allow you to learn with less effort and better performance, involving you more in your specialization, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation to success.*

From the latest scientific evidence in the field of neuroscience, not only do we know how to organize information, ideas, images and memories, but we know that the place and context where we have learned something is fundamental for us to be able to remember it and store it in the hippocampus, to retain it in our long-term memory.

In this way, and in what is called neurocognitive context-dependent e-learning, the different elements in our program are connected to the context where the individual carries out their professional activity.



This program offers the best educational material, prepared with professionals in mind:



### Study Material

All teaching material is produced by the specialists who teach the course, specifically for the course, so that the teaching content is highly specific and precise.

These contents are then applied to the audiovisual format, to create the TECH online working method. All this, with the latest techniques that offer high quality pieces in each and every one of the materials that are made available to the student.



### Classes

There is scientific evidence suggesting that observing third-party experts can be useful.

Learning from an Expert strengthens knowledge and memory, and generates confidence in future difficult decisions.



### Management Skills Exercises

They will carry out activities to develop specific executive competencies in each thematic area. Practices and dynamics to acquire and develop the skills and abilities that a high-level manager needs to develop in the context of the globalization we live in.



### Additional Reading

Recent articles, consensus documents and international guidelines, among others. In TECH's virtual library, students will have access to everything they need to complete their course.





### Case Studies

Students will complete a selection of the best case studies chosen specifically for this program. Cases that are presented, analyzed, and supervised by the best senior management specialists in the world.



### Interactive Summaries

The TECH team presents the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".



### Testing & Retesting

We periodically evaluate and re-evaluate students' knowledge throughout the program, through assessment and self-assessment activities and exercises, so that they can see how they are achieving their goals.



08

# Our Students' Profiles

Our Advanced Master's Degree in Senior Management of Digital Companies is a program aimed at experienced professionals who want to update their knowledge and advance in their professional career. This program uses a multidisciplinary approach as the students have a diverse set of academic profiles and represent multiple nationalities.





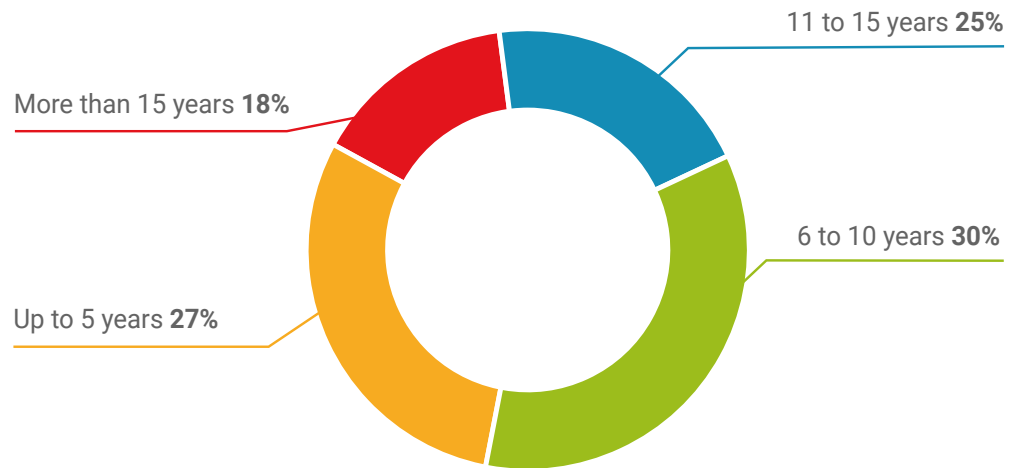
“

*If you have experience in the sector, but want to improve your skills in this field, don't think twice and join our community of students”*

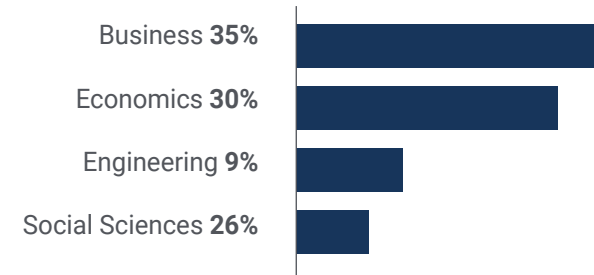
### Average Age

Between **35** and **45** years old

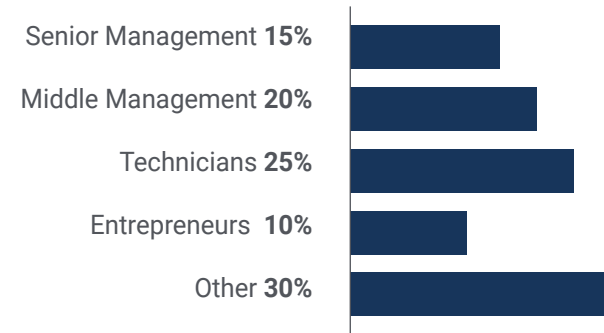
### Years of Experience



### Training

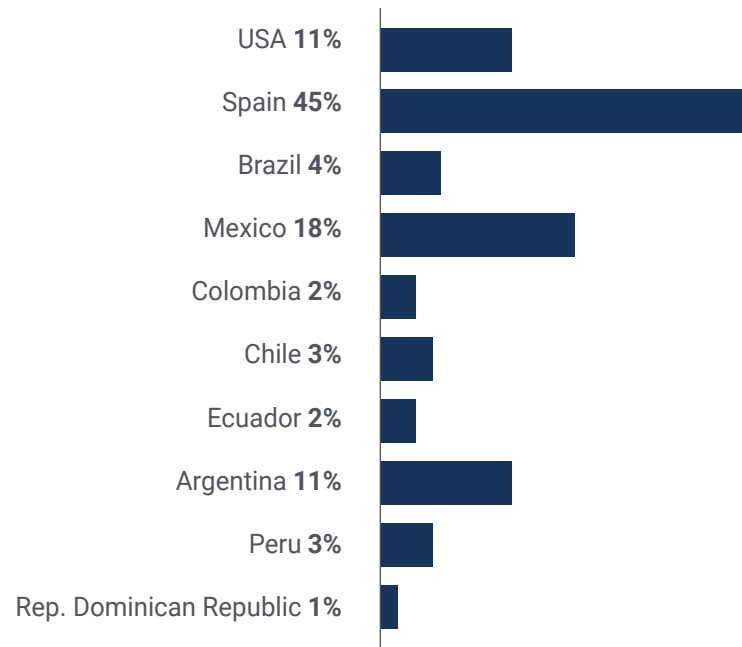


### Academic Profile



## Geographical Distribution

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## Pilar González

Managing director of an online multinational company

*"To consider studying an Advanced Master's Degree of this type is a complex task, since it requires great effort and dedication. However, it is a unique opportunity to improve your skills with the best academic program on the market. In addition, TECH offers you programs that are completely online, thanks to which you will be able to perfectly balance your study time with the rest of your obligations"*



09

# Course Management

TECH is continually committed to academic excellence. For this reason, each of its programs has teaching teams of the highest reputation. These experts have extensive experience in their professional fields and, at the same time, have achieved significant results with their empirical research and fieldwork. In addition, these specialists play a leading role within the university qualification, as they are in charge of selecting the most up-to-date and innovative content to be included in the syllabus. In addition, they participate in the elaboration of numerous multimedia resources of high pedagogical rigor.





“

*A highly prestigious teaching staff to help train professionals who seek excellence"*

## International Guest Director

Dr. Ben Marder is a leading figure in the field of Marketing, internationally recognized for his profound contributions to the understanding of consumer behavior in the digital age. As such, he has demonstrated exceptional leadership, cementing his reputation as a scholar of unparalleled caliber.

Also, as part of his research agenda is the exploration of social and commercial consumer behavior in the context of digital technologies, especially social networks. In fact, his prolific publication record boasts over 40 articles accepted by reputable journals such as the Journal of Retailing, European Journal of Marketing and Journal of Business Research. In addition, his pioneering work on the "Chilling Effect" of social media has attracted international attention, with appearances in prestigious media such as The New York Times, Harvard Business Review and the BBC. In this way, the study has revealed how the use of social networks influences behavior in real life, a revelation that has resonated with both academics and the public

Similarly, beyond his research efforts, he has excelled as Program Coordinator for Introduction to Business Research Programs, playing a pivotal role in shaping the educational landscape. He has also served as Director of Marketing Research Programs, overseeing research projects and promoting student and academic welfare, all at the University of Edinburgh Business School.

Finally, Dr. Ben Marder has been recognized for his innovative research presentations, including his exploration of the unintended consequences of marketing technologies. As such, through his exhaustive work, he continues to illuminate the complexities of Digital Marketing and leave an indelible mark on both academia and industry.



## Dr. Ben, Marder

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- Director of Marketing Research Programs, University of Edinburgh, UK
- Program Coordinator for Introduction to Business Research Programs at the University of Edinburgh Business School
- Media appearances in The New York Times, Harvard Business Review and the BBC
- Publications in Journal of Retailing, European Journal of Marketing and Journal of Business Research
- Doctorate in Marketing and Information Systems from the University of Bath
- Master's Degree in Marketing from the University of Leicester
- BSc in Financial Economics from the University of Leicester

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*Thanks to TECH you will be able to learn with the best professionals in the world”*

10

# Impact on Your Career

We are aware that studying a program like this entails great economic, professional and, of course, personal investment. The ultimate goal of this great effort should be to achieve professional growth. Therefore, we put all our efforts and tools at your disposal so that you acquire the necessary skills and abilities that will allow you to achieve this change.



“

*With our program we help you to generate a positive change in your professional career”*

## Are you ready to take the leap? Excellent professional development awaits you.

The Advanced Master's Degree in Senior Management of Digital Companies from TECH Technological University is an intensive program that prepares the professional to face business challenges and decisions at both national and international levels. The main objective is to promote your personal and professional growth, helping you achieve success.

If you want to improve yourself, make a positive change at a professional level and interact with the best, this is the place for you.

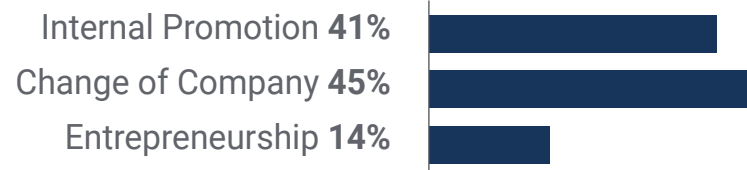
*If you want to make a positive change in your profession, our academic program will help you achieve it.*

*Don't miss the opportunity to acquire the skills that will allow you to make a drastic change in your profession.*

### When the change occurs



### Type of change



## Salary increase

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This program represents a salary increase of more than **25.22%** for our students.





11

# Benefits for Your Company

The Advanced Master's Degree in Senior Management of Digital Companies contributes to elevating the organization's talent to its maximum potential through the specialization of high-level leaders. Therefore, participating in this academic program will help professionals to improve, not only on a personal level but, above all, on a professional level, enhancing their knowledge and improving their management skills. Additionally, joining TECH's educational community is a unique opportunity to access a powerful network of contacts in which to find future professional partners, clients, or suppliers.







“

*After completing this Advanced Master's Degree, you will bring to the company a new business vision”*

Developing and retaining talent in companies is the best long-term investment.

01

### **Intellectual Capital and Talent Growth**

The professional will introduce the company to new concepts, strategies, and perspectives that can bring about significant changes in the organization.

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02

### **Retaining High-Potential Executives to Avoid Talent Drain**

This program strengthens the link between the company and the executive and opens new avenues for professional growth within the company.

03

### **Building Agents of Change**

The professional will be able to make decisions in times of uncertainty and crisis, helping the organization overcome obstacles.

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04

### **Increased International Expansion Possibilities**

Thanks to this program, the company will come into contact with the main markets of the world economy.



05

### **Project Development**

The professional will be able to work on a real project or develop new projects in the field of R&D or Business Development of their company.

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06

### **Increased Competitiveness**

This program will equip students with the skills to take on new challenges and drive the organization forward.

# 12 Certificate

The Advanced Master's Degree in Senior Management of Digital Companies guarantees you, in addition to the most rigorous and up-to-date training, access to a Advanced Master's Degree issued by TECH Technological University.



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*Successfully complete this program  
and receive your university degree  
without travel or laborious paperwork”*

This **Advanced Masters Degree in Senior Management of Digital Companies** contains the most complete and up-to-date program on the market.

After the student has passed the assessments, they will receive their corresponding **Advanced Master's Degree** issued by **TECH Technological University** via tracked delivery\*.

The diploma issued by **TECH Technological University** will reflect the qualification obtained in the Advanced Master's Degree, and meets the requirements commonly demanded by labor exchanges, competitive examinations, and professional career evaluation committees.

Title: **Advanced Masters Degree in Senior Management of Digital Companies**

Official N° of hours: **3,000 h.**



\*Apostille Convention. In the event that the student wishes to have their paper diploma issued with an apostille, TECH EDUCATION will make the necessary arrangements to obtain it, at an additional cost.



**Advanced Master's  
Degree**  
Senior Management  
of Digital Companies

Language: English

Course Modality: Online

Duration: 2 years

Accreditation: TECH Technological University

Official N° of hours: 3,000 h.

# Advanced Master's Degree Senior Management of Digital Companies

